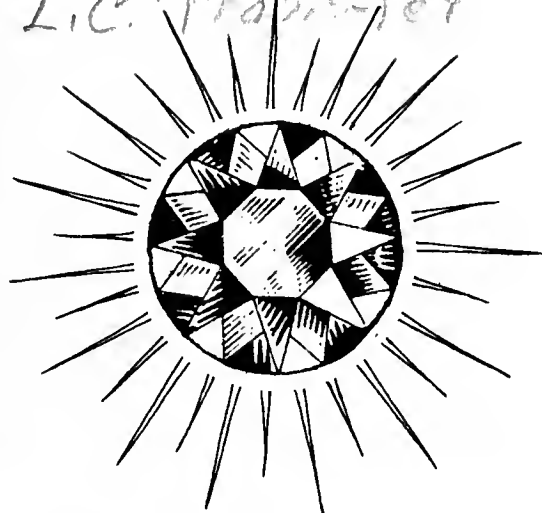


Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

21 ✓ *c/1935*
L.C. Transfer
**Gems of
Horticulture**



JUST AS DIAMONDS
ARE OUTSTANDING
AMONG PRECIOUS STONES

*Camellias are brilliant
examples of the finest
exotic Winter Flowering
plants in Commerce*

**Fred C.
Gloeckner
&
Company,
Incorporated**

BULBS - PLANTS - SEEDS
FROM WORLD WIDE SOURCES

15 EAST 26th STREET

NEW YORK, N. Y.

**EXCLUSIVE EASTERN
WHOLESALE DISTRIBUTOR**

TO THE TRADE

In offering Camellias to the trade, it is our firm belief that we are presenting a fine old Aristocratic flower that will again grace the top of the list in the flower world.

We are badly in need of unusual flowers that have not been cheapened on every street corner by peddlers or by over-production . . . that can be worn or used as something just a little finer.

In Camellias we have just such a flower.

Wherever the better commercial cut flower varieties are displayed, an immediate demand is created for them.

Their slow growth, and limited stock of commercial cut flower varieties is bound to hold these exquisite flowers at a higher price level for many years.

The wide range of colors offer greater variety of use in the florist industry.

The fact Camellias are best grown and flowered in a cold, damp house, with winter temperature as low as 40 degrees, and any night temperature above freezing, reduces the cost of production of these flowers, compared with other winter species requiring hot house culture.

Then too, a Camellia plant steadily increases in production of flowers from year to year as the plants grow older.

The lack of sunshine in winter months does not cause falling buds on these plants.

We can unhesitatingly recommend Camellias as Glinting Jewels of Horticulture. They blossom freely when other flowers are at low ebb. They will supply a generous crop of quickly salable exquisite flowers in the bleak winter months.

The ease and economy of culture in a "cool," damp greenhouse; together with the certainty of flower production, assures the florist of profitable returns out of all proportion to their cost.

Success with Camellias however depends on the selection of the right commercial horticultural varieties.

Our Mr. L. J. Seiger visited numerous Camellia propagators in the South this past Spring. He inspected their nurseries, their methods of growing and their background history.

The most outstanding collection of Camellias was found at "LONGVIEW," near Mobile, Alabama. The quality of their stock, their knowledge of individual traits and habits of each horticultural variety, as to growth and flower productiveness, numerous varieties, and the manner their plants are packed for shipment, convinced him that this was the logical source of supply of Camellias for the florist trade.

We made arrangements to represent them as exclusive Eastern distributor for the wholesale trade.

We are satisfied no other investment made in flowering plants is so certain to produce substantial profits, year after year than a collection of "LONGVIEW" Camellias.

Incidentally their plants are grown in pots and tubs especially for the florists' trade. Pot grown Camellias are light in weight . . . the roots are not disturbed at time of shipment. For this reason there is no loss of flower development the first season, due to injury to the roots as in the case of freshly dug field grown Camellias. Naturally the delicate feeding roots must be cut back at time of digging field grown Camellias before they are balled and burlapped.

Since field grown Camellias weigh 4 to 8 times as much as pot grown plants of the same age, the transportation cost is greatly reduced when one buys potted Camellias.

If you wish to offer your trade distinctive flowers . . . novelties that will meet the approval of the most fastidious, and bring renewed enthusiasm among your trade each winter season. . . try a collection of "LONGVIEW" Camellias for a new source of profit.

The ease and economy of culture, under "cool" winter greenhouse treatment, will prove to be a most profitable investment.

Cultural Bulletin accompanies each order.

Fred C.
Gloeckner
&
Company,
Incorporated

PLANTS - BULBS - SEEDS

15 East 26th Street New York, N. Y.

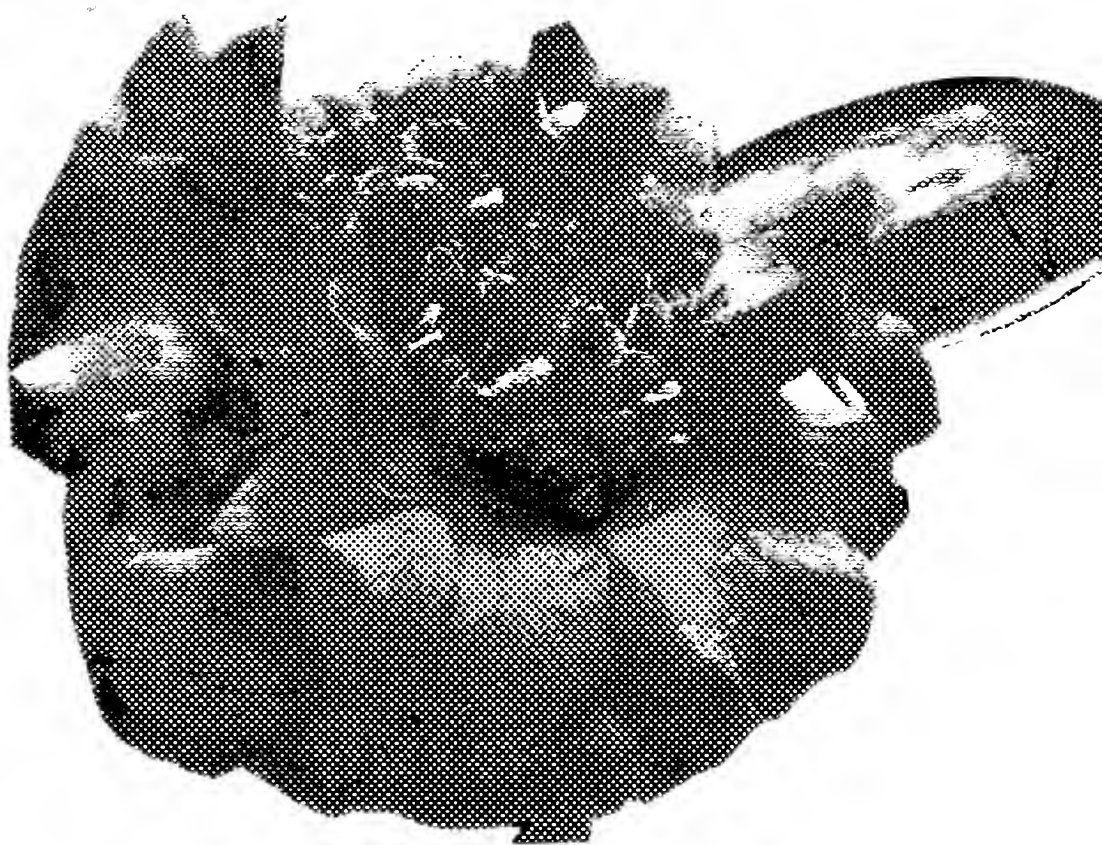
Copyright 1935 "Longview." All rights for reproduction reserved.



SARAH FROST, LOT 1

An outstanding full double red, originated at Baltimore, Md., when Camellias were in the height of their popularity many years ago. Blooms freely from 'Xmas thru January. Flowers 3 to 3½ inches across, excellent form and a sturdy grower. Every florist needs some of these plants.

5 Yr. old, 1 Gal. can, 18-24" high, branched.....	Each \$1.75
5 Yr. old, 1 Gal. can, 24-30" high, well branched.....	2.00
6 Yr. old, 1 Gal. can, 30-36" high, well branched.....	3.75
6 Yr. old, 9" Pot, 30-36" high, well branched.....	4.00
8 Yr. old, 9" Pot, 36-42" high, well branched.....	5.00



LOT 16

For sake of accuracy, we do not offer this Camellia under a horticultural name, for the reason it is known under many names at different nurseries. We have been unable to find an authority for any of the names quoted.

There is an enormous size plant on an estate near "Longview," at least 70 years old. It produces no less than 5000 blossoms each season.

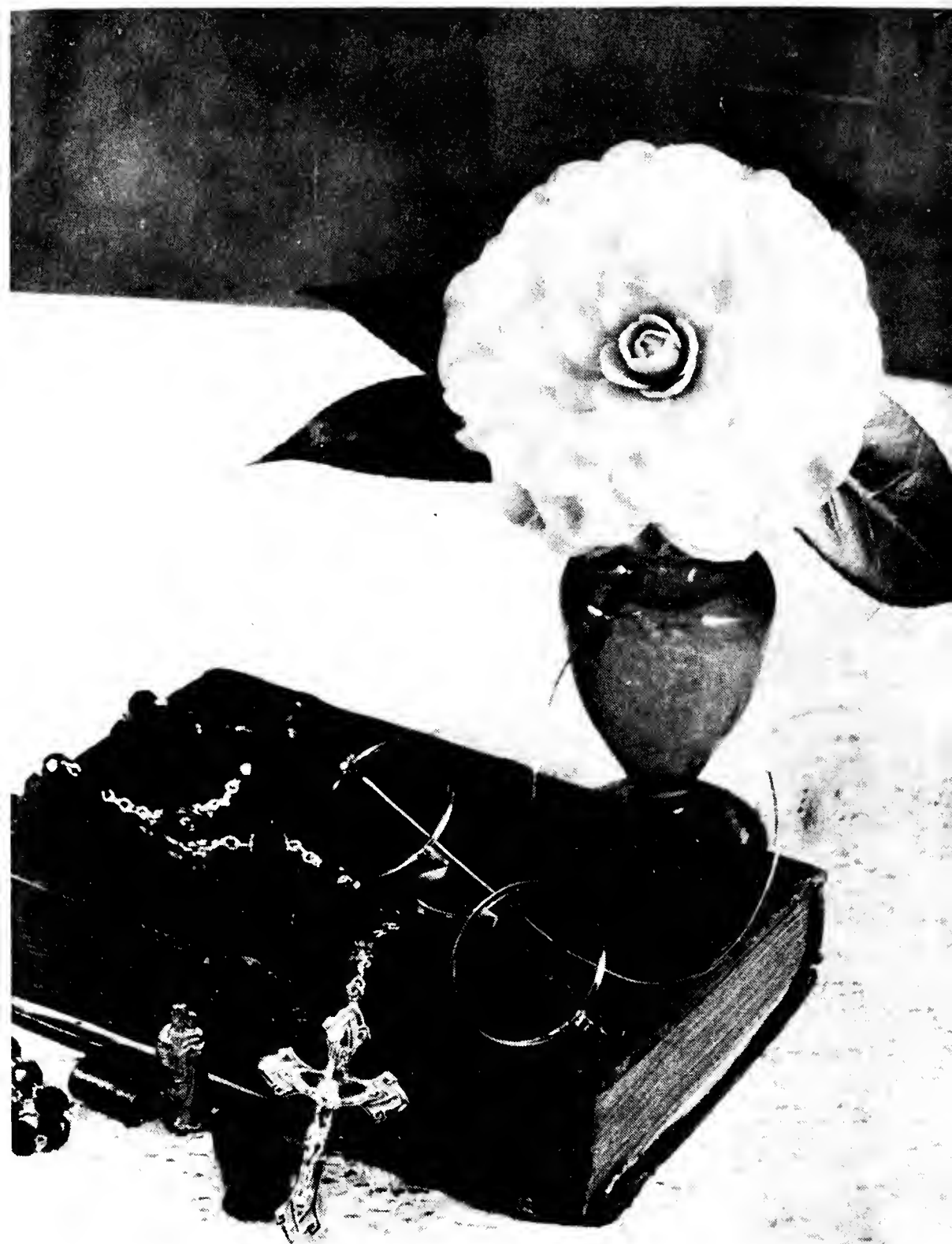
There is character in this informal variety of Camellia.

The color of flowers can be changed from a deep crimson to a rose pink, by adjusting the acidity or alkalinity of the soil in which it is grown.

It is a unique variety, since individual flowers vary in form and structure, all of which are worthwhile cut flower varieties.

The parent plant, grown outdoors in the South, blooms from December through February, tolerating a wide fluctuation in temperature, with little injury to the flower buds.

6 Yr. old, 7" Pot, 30-36" high, slightly branched.....	\$3.50
6 Yr. old, 1 Gal. can, 30-36" high, slightly branched.....	3.50
8 Yr. old, 9" Pot, 30-36" high, branched, budded.....	6.00



POPE PIUS IX, LOT 26

The original parent plant was imported from France, under this name, some 40 odd years ago.

A full double, with imbricated petals diminishing in size to the center, of excellent form, ranging from 3½ to 4 inches in diameter.

In a distinctly acid soil the flowers are cardinal red. They are lighter color when grown in slightly acid or neutral soils.

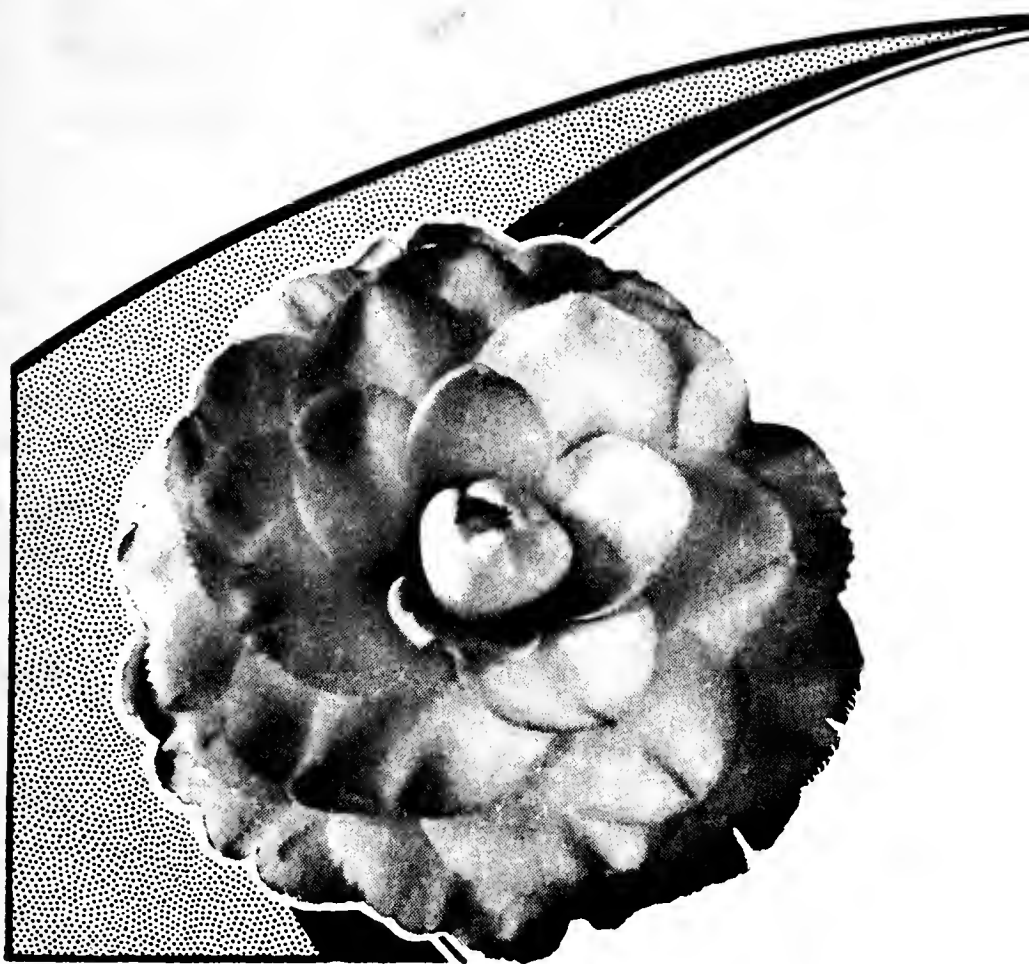
Blooms freely December to March; a worth while addition to every Camellia collection.

6 Yr. old, 7" Pot, 30-36" high, branched, budded.....\$ 5.00

8 Yr. old, 8½" Pot, 42-48" high, branched, budded..... 10.00



ST. PETERSBURG, FLA.—“The Camellias received in splendid shape, I want to thank you for the exceptionally good packing you gave them.”



FIMBRIATA ALBA, LOT 4

Well known to the florists' trade more than 100 years, this novelty remains rare in commerce.

This is a fringed (toothed) edge petal, sport of ALBA PLENA.

Flowers white, slight green tint center, 3½ to 4 inches across, blooms November thru January.

As a cut flower it always commands a ready market. Your only regret in years to come, is that you did not buy a larger quantity of this unusually fine Camellia.

5 Yr. old, 6" Pot, 30-36" high, branched	\$ 6.00
6 Yr. old, 7" Pot, 36-42" high, well branched	8.00
8 Yr. old, 9" Pot, 30-36" high, specimens	10.00

CAMELLIAS

Camellias are the most beautiful winter flowering evergreens in commerce. Many varieties produce exquisite cut flowers, easy to grow in a cool greenhouse or conservatory.

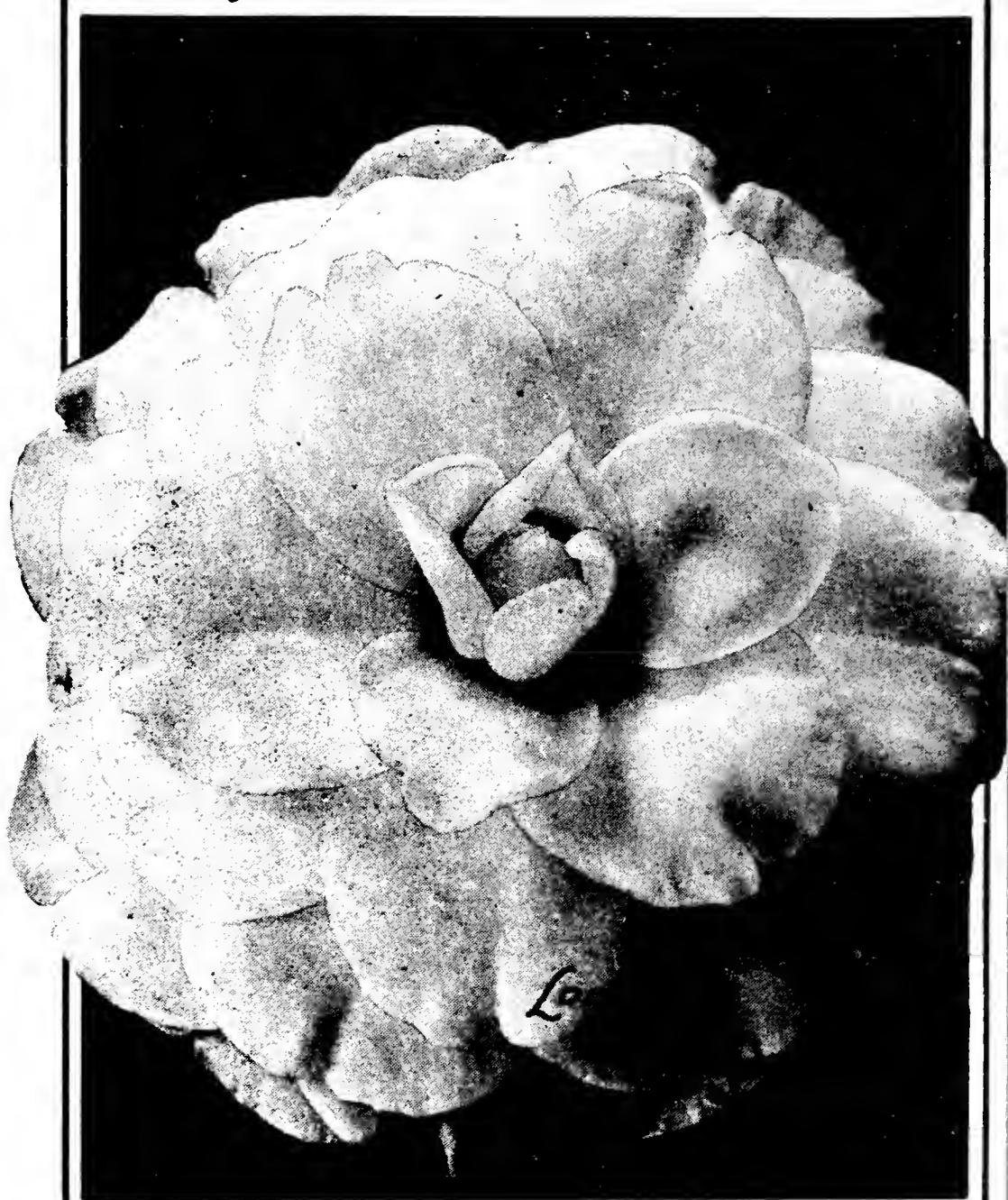
In comparing our prices, note we designate size of pot, age of plant, average height, character of growth. Nothing is left to your imagination.

It pays to buy larger size plants, since Camellias should not be allowed to bloom until four or more years old.



"Longview"

Crichton, Ala.



Alba plena.... Lot 6..



ALBA PLENA, LOT 6

Victorian ideals are faithfully symbolized in this masterpiece of floriculture.

The geometrical formality . . . character of balance . . . and poise of this Camellia, marks it as a glinting jewel, a symphony in beauty and symmetry.

Since its introduction from the Orient by Lord Petre, of the East India House in England, 1792 (143 years ago), ALBA PLENA has held first place wherever Camellias are grown and sold.

While old in commerce, it is thoroughly modern in spirit.

The porcelain-white, wax like flowers, 3½ to 4 inches across, readily sell at \$1.00 each and more.

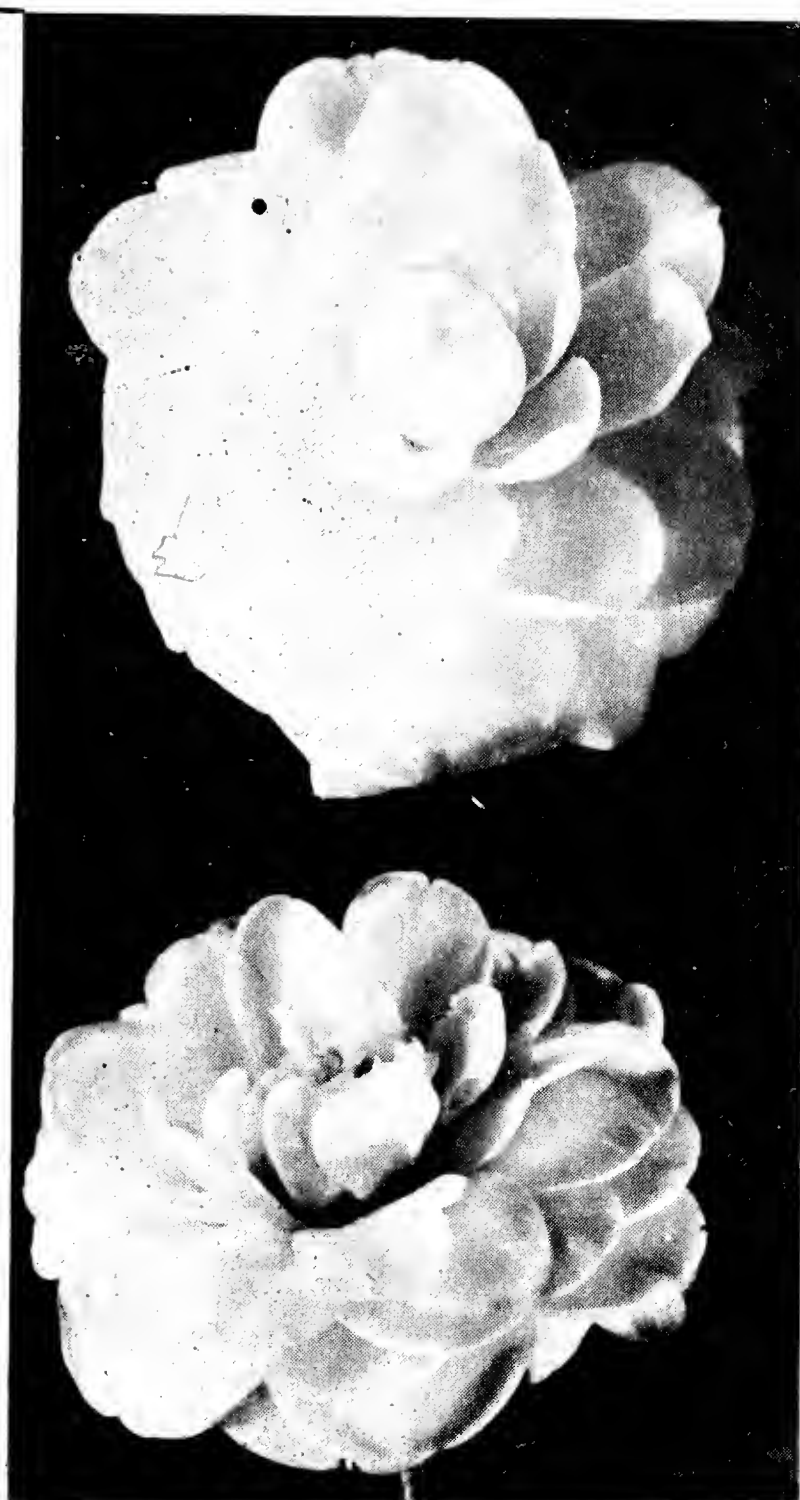
Blooms naturally in a "cool" greenhouse, November thru January.

With an ever increasing crop of flowers on older plants, every dollar invested now in ALBA PLENA Camellias, will return larger profits year after year as the plants grow older.

It will pay you well to grow a large number of these Camellias for their captivating and most useful cut flowers, so suitable for the Yuletide trade.

3 Yr. old, 4" Pot, 12-15" high, slightly branched.....	\$1.25
3 Yr. old, 4" Pot, 15-18" high, slightly branched.....	1.50
5 Yr. old, 1-Gal. Can, 24-30" high, branched.....	4.00
6 Yr. old, 7" Pot, 30-36" high, well branched.....	6.00
7 Yr. old, 9" Pot, 36-42" high, well branched.....	8.00
7 Yr. old, 9" Pot, 42-48" high, well branched.....	9.00

CRESCENT CITY, FLA.--"I was delighted to receive my Camellias, and even more delighted when I unpacked the plants. They are the finest plants I have ever bought in the South."



ANNA ZUCCHINI, LOT 14

White Camellias are always in demand, especially during January and February.

The faultless beauty . . . perfect form . . . and daintiness of this white Camellia is just the variety for corsage or hair decoration, rendering the final debonaire touch.

This Camellia is distinctly smart . . . a favourite variety in Europe and England 87 years ago, when it was illustrated and described in *Verschaffelt Iconographie des Camellias*.

Florists who have a discriminating trade, demanding flowers that are "different," will have no regrets in adding this old time favourite to their collection.

5 Yr. old, 5" Pot, 30-36" high, branched.....	\$3.00
6 Yr. old, 1-Gal. Can, 36-42" high, branched, budded.....	4.00
8 Yr. old, 8½" Pot, 36-48" high, branched, budded.....	7.50

Address all correspondence and orders to

FRED C. GLOECKNER & CO., Inc., 15 E. 26th St., NEW YORK CITY
Eastern wholesale distributors

"LONGVIEW" CAMELLIAS

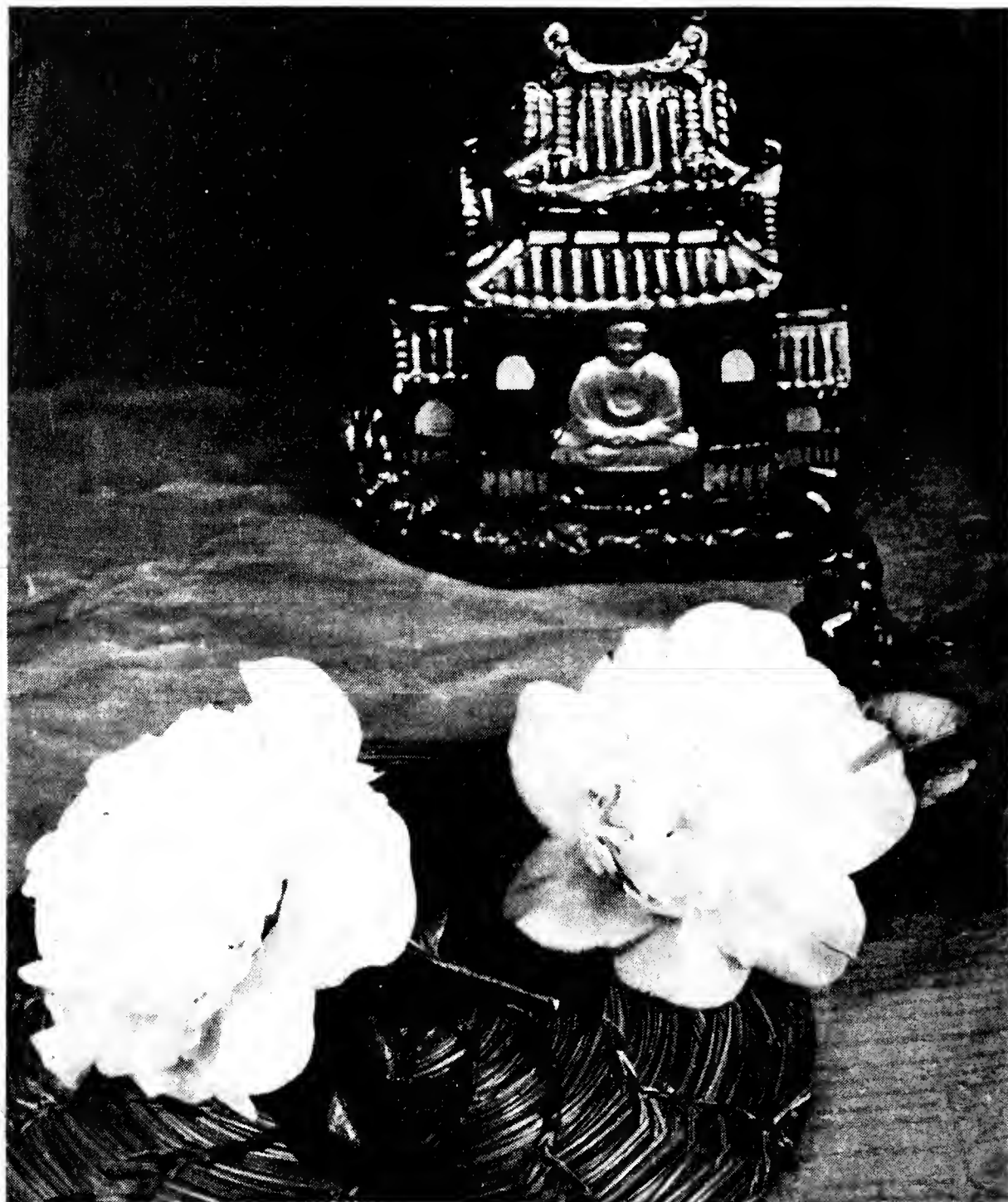
WHOLESALE—NET—PRICE LIST No. 71

August 1, 1935

All plants offered subject to prior sale. No charge for packing.

FRED C. GLOECKNER & COMPANY

INCORPORATED



LOT 24

Another variety we have been unable to identify correctly by name.

Full double white, bomb peony form, with numerous compact petaloids, reminds one of a white anemone.

Flowers 3 to 4 inches in diameter, blooms from 'Xmas thru to March.

It is tolerant to a wide fluctuation in temperature, withstanding sub-freezing while in bud and the buds develop perfect flowers.

Occasionally there is a penciling of pink on the white petals.

This is a suitable flower for corsage or hair decoration.

6 Yr. old, 7" Pot, 42-48" high, thin, branched and budded... \$6.00

6 Yr. old, 9" Pot, 36-42" high, well branched, and budded... 7.00

JENNINGS, LA.—“Camellias arrived today in perfect condition, each plant a little gem. There is as much difference between your plants and some others we have had as between a discarded flivver and a shining new Cadillac.”

SAVANNAH, GA.—“One surely appreciates your methods of packing after receiving shipments from elsewhere.”

Bulbs - Seeds - Plants

From World Wide Sources



LOT 25

There is an unmistakable air of distinction about this double white Camellia.

Such exquisite beauty and form, compels unquenchable "Ahs!" "Ohs!" "Ahs!"

Individual blossoms readily command \$1.00 each wherever they are put on display.

Flowers vary from 3½ to 4 inches in diameter, with petals unfolding gradually from bud, reflexing closely to the exterior petals.

Blooms naturally in January and February.

While an outstanding cut flower for greenhouse culture, of very strong, vigorous growth, with luxuriant foliage, it produces an abundance of flower buds, that requires a uniform temperature not exceeding 45 degrees in the day, during the winter months. After blooming the plant will tolerate high temperatures.

Unfortunately we can not offer this Camellia under a horticultural variety name. It is variously sold under many different names by nurserymen in the South. So far, none of these names check with the recognized authoritative Monographs on Camellias. To sell it under a false name merely adds to the present confusion, and would reflect on the honesty of a conscientious propagator.

4 Yr. old, 6" Pot, 24-30" high, slightly branched.....\$2.75

5 Yr. old, 1-Gal. Can, 30-36" high, slightly branched..... 4.00

6 Yr. old, 1-Gal. Can, 36-42" high, branched, budded..... 4.50

6 Yr. old, 8½" Pot, 36-42" high, well branched, budded..... 5.50

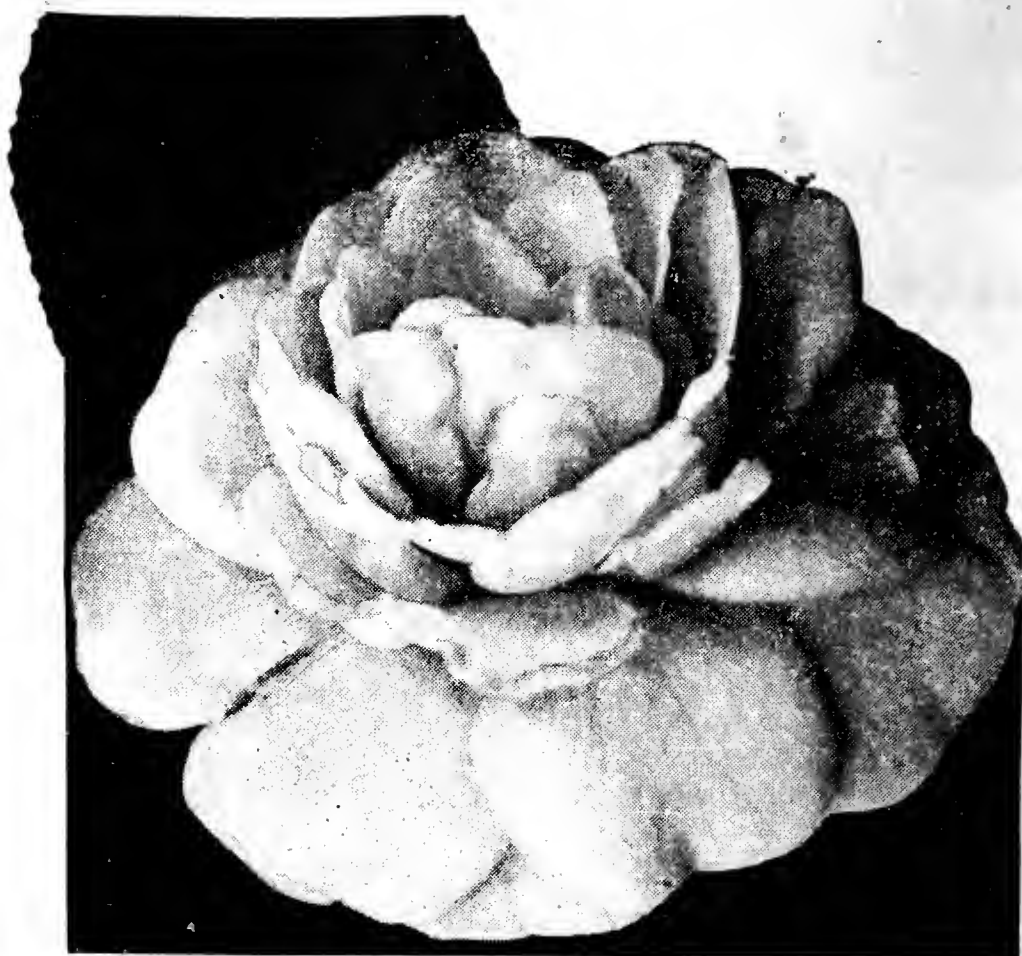
Remember, with "Longview" Camellias we not only give you the earth, but one gets all the roots, since we offer only pot grown plants. These can be shipped or transplanted any month of the year with safety, and at about one-fifth the cost for transportation of field grown plants. Our Camellias are shifted to larger size pots, cans or buckets each year. They are not pot bound stock, frequently referred to by unscrupulous nurserymen who have only field grown plants to offer. We have field grown Camellias in quantity, grown as stock plants to propagate from. They are not offered for sale.

The ancient Roman quotation "Caveat empeor" (Let the purchaser buy at his own risk) does not apply to buyers of "Longview" Camellias. Every customer is a satisfied buyer, and they can be found in nearly every state of the union as well as foreign countries.

Your order for one plant or a car load, will be appreciated, and you can be assured, "Camellias from Longview will satisfy you."

15 EAST 26th STREET

NEW YORK, N. Y.



Lot 44

Another of those captivating pink Camellias . . . impeccably smart . . . the rich deep pink and beautiful form exemplifies both dignity and strength.

Some of the petals carry blotches of white, which appear and disappear as the petals unfold.

A robust grower, always sets an abundance of flower buds, suitable for corsage or floral design.

This variety demands a uniform cool greenhouse while blooming in January and February.

The illustration fails to convey an accurate conception of the beauty of this flower.

5 Yr. old, 6" Pot, 24-30" high, slightly branched	\$2.75
5 Yr. old, 6" Pot, 30-36" high, branched	3.00
8 Yr. old, 8½" Pot, 48-52" high, well branched, budded	6.00



CAMELLIAS for PROFIT
AMERICA'S FINEST COMMERCIAL COLLECTION

GROWN
AT
"Longview"
CRICHTON, ALA.
Distributed by
Fred C.
Gloeckner
&
Company
Incorporated

PLANTS • BULBS • SEEDS
15 E. 26th St. New York City

WRITE FOR PRICES

||| FAIRHAVEN, MASS.—"All Camellias purchased from you have grown nicely and have bloomed."



Lot 54

LOT 54

Among the countless horticultural varieties of Camellias, here is one that has beauty, warmth and character, reflected in its color and form.

The variable color tones from soft, satiny salmon-pink, to shades of salmon-rose, and casual traces of white, marks this variety as a flower of charm and distinction.

The form of individual flowers also vary. They are excellent in the half-developed as well as fully expanded blooms.

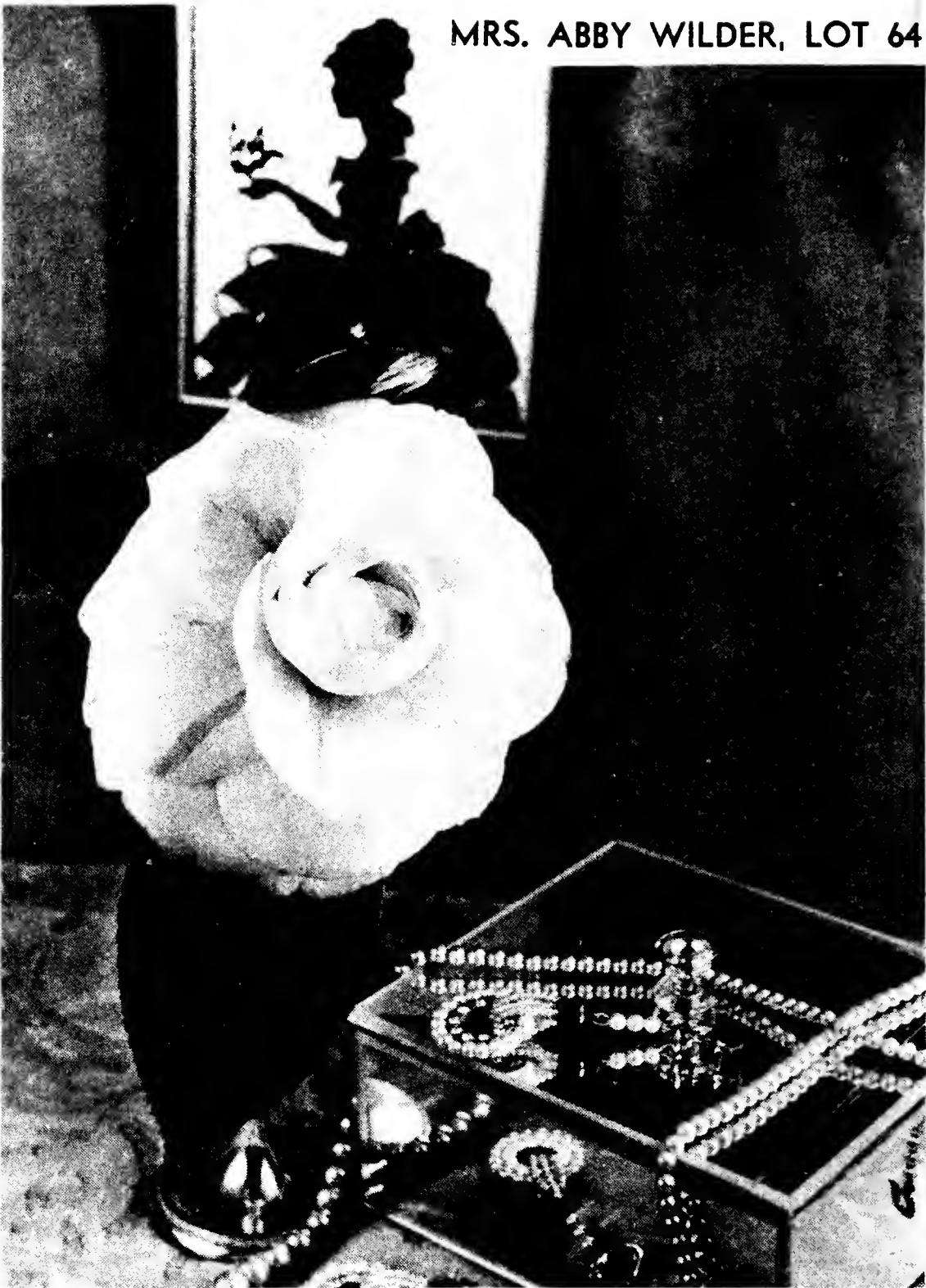
Flowers $3\frac{1}{2}$ to 4 inches, composed of 15 or more large outer petals, with a center of 50 to 100 narrow ruffled and rumpled, compactly arranged petals in the form of a depressed sphere. Other flowers are in the conventional full rose form. Both types represent excellent Camellias for commercial cut flowers.

It blooms freely, and the flowers are usually carried on rather long stems.

Will tolerate sub-freezing weather while in bud, without injury to the flower's development.

5 Yr. old, 6" Pot, 30-36" high, slightly branched.....	\$3.00
6 Yr. old, 1-Gal. Can, 36-42" high, slightly branched.....	4.00
6 Yr. old, $8\frac{1}{2}$ " Pot, 36-42" high, branched.....	4.50

AUGUSTA, GA.—“Allow me to congratulate you on your packing—not a leaf damaged, or a root disturbed. It was wonderful! Your “handle” arrangement of the boxes, paper, containers, moss, labeling—all perfect. It is easy worth fifty per cent of the price to receive plants in such condition. You are an artist—the artist overlooks no details.”



MRS. ABBY WILDER, LOT 64

We are confident this is the old time favourite Camellia MRS. ABBY WILDER . . . an American introduction by the Hon. M. P. Wilder, of Boston, who owned a large collection of Camellias the early part of the 19th century.

He was responsible for producing some very fine hybrid seedlings.

Our LOT 64 resembles in every respect Mr. Wilder's description and the lithographic plate published in 1847, and named by him, in honor of his wife.

His description of 88 years ago reads as follows: "full double, rose form with petals gradually diminishing in size to the center, arranged with great regularity; color azure white, with an occasional suffusion of light rose."

Numerous propagators of Camellias offer a peony form flower, under the name of MRS. ABBY WILDER. After reading Mr. Wilder's own description, it is plainly evident a peony form Camellia can not be a genuine MRS. ABBY WILDER.

It is a matter of history, Mr. Wilder received \$1,000.00 for the rights of propagation of his two outstanding hybrid Camellias, MRS. ABBY WILDER and WILDERII.

The nurserymen who bought these rights, sold the rooted cutting at \$25.00 per pair.

What florist today would be willing to pay \$12.50 for a rooted Camellia cutting and then have to wait five or more years before the plant started to produce a commercial crop.

You may think the prices of Camellia plants unreasonably high. Such is not the case when you buy "GOOD" commercial varieties, plants five years old or older that will produce a marketable crop of cut flowers the first season.

Remember this. The retail selling price of cut Camellia flowers, and not the cost of an individual plant, determines a bargain in a Camellia investment.

Real profit with Camellias depends on selecting the "RIGHT" cut-flower varieties, old enough, and in bud, to produce an immediate crop.

We have less than 50 plants of MRS. ABBY WILDER to sell.

Considering their age, and character of this rare old named variety, you too will agree it is a priceless heirloom.

It will prove to be a most profitable, permanent investment . . . one that will furnish flowers with a romantic past . . . and most important . . . increasing profits from the sale of an ever increasing crop, year after year.

5 Yr. old, 6" Pot, 24-30" high, well branched.....\$6.00

CCIA A 181804 *CR*

AUG 24 1935



WILDERII, LOT 39

This is the companion introduction of the MRS. ABBY WILDER.

Flowers $2\frac{1}{2}$ to 3 inches across, deep rose pink, full double, of compact habit of growth. One of the earliest commercial cut flower types to blossom, coming in to flower very freely in November and December.

Where a glowing warmth of rose-pink, wax-like flowers is desired for early winter blossoms, much could be said in favour of Camellia WILDERII.

It is with regret we have only a few plants to offer in the following size:

6 Yr. old, 7" Pot, 30-36" high, well branched.....\$6.00

(Rooted cuttings of this variety sold at \$12.50 each nearly a century ago.)



LOT 28

PINK PERFECTION—Soft, delicate shell pink, full rose form exquisite cut flower and suitable for outdoor planting. Free flowering and strong grower. Blooms November to March.

6" pot, 5 yr. old, 24-28", branched and budded.....	4.50
7" pot, 6 yr. old, 24-28", branched and budded.....	6.00



Leonard J. Seiger inspecting the Camellias in one of the three large slat sheds at "Longview," Spring 1935.

A MESSAGE FROM LEONARD J. SEIGER,

of

Fred C. Gloeckner & Co., Inc.
15 East 26th St., N. Y. City.

There's a growing appreciation of Camellias.

Their rare, exotic beauty, their Oriental splendor, creates immediate interest and widespread admiration, wherever these gems of horticulture are displayed.

Camellia flowers of the better varieties, always command a retail price of \$12.00 a dozen. And rarely are they obtainable from your wholesaler.

We firmly believe they represent an investment opportunity that will add profits for this year and the balance of your lifetime.

Some day you will buy Camellias. When you do, protect your investment by being ultra-exacting in the selection of worthwhile cut-flower sorts.

For the uninitiated, the question is, where can the best commercial varieties be secured?

There is but one answer. Go to the specialist if you wish to avoid disappointment.

After visiting numerous propagators in the South, I am convinced, the finest collection of Camellias is grown at "Longview."

RESOLVE NOW, to achieve the unusual, and profit by growing "good" horticultural varieties.

It is with assurance you can buy "Longview" Camellias through Fred C. Gloeckner & Co., the only authorized Eastern wholesale distributor, of these unusually fine species of plants.

Leonard J. Seiger.

SAVANNAH, GA.—"One surely appreciates your methods of packing after receiving shipments from elsewhere."



winter-flowering novelties *for* **Florists**

A Prominent Northern Florist Just Wrote Us As Follows:

October 12th, 1934

"With us the Camellias planted out a year ago, are doing fine, we picked the first three flowers yesterday with only a limited number to offer, the flowers with just a little green and a touch of inexpensive silver ribbon, they will sell for one dollar each, while Gardenias requiring ever so much more care and heat bring 35 cents. Even much less with an over supply on the market and the best Orchids at present wholesaling at 50 cents due to a glut on the market."

Good varieties of Camellias, make profitable investments you will never regret. "Longview" Camellias are good Camellias.

Invest \$25.00—\$50.00—or \$100.00 in a trial collection of Camellias now and enjoy an infalable and increasing revenue each winter season the balance of your life.

For immediate or quick returns, select budded plants six or more years old, to flower this season.

Orders for budded plants should be placed before sub-freezing weather sets in, to save weight in packing, necessary to protect them from severe cold.

The Camellias offered in this list represent only a small percent of the numerous varieties grown at "Longview."

These particular varieties were carefully selected after years of experience in growing them, having in mind the types best suited for the florists trade.

PORTLAND, OREGON.—"The Camellia plants came in fine and dandy shape, and I will order more of them later."



It is with assurance you can buy "Longview" Camellias. The embossed copper label attached to each plant, with a flexible, seven strand, genuine Monel metal wire cable, is a permanent record and means of identification.

It will serve future generations as a guide for correct identification of each Camellia.

For your protection against substitution, this label represents authority . . . authenticity . . . accuracy as to catalogue description or name, as found in "Longview" literature.

Let this symbol of permanent identification, backed by a reputation in which you can have full confidence, guide you in buying Camellias.

After all, "Longview" leadership in the propagation of fine Camellias, is nationally recognized.

Inevitably, you will buy Camellias . . . and when you do . . . choose "Longview" Camellias, the natural choice of those who have had an opportunity to see the unusually fine plants grown by America's leading specialist.

Just as diamonds are outstanding among stones, "Longview" Camellias are brilliant examples of the best Camellias in America.

Avoid disappointment by selecting Camellias from "Longview."

They are sure to satisfy you.

"Longview"

CRICHTON

**ALABAMA,
U. S. A.**

Camellia Growers Since 1915

Mail all orders to Fred C. Gloeckner & Co., Inc.

15 East 26th

New York, N. Y.

Eastern wholesale distributor.

A sturdy grower, of remarkable free flowering habit, enduring a wide range of winter temperature. Blooms 2½ to 3 inches, flowering January and February.

Here is a Camellia that will prove distinctly smart . . . a reborn aristocrat in the mode today, another of the glinting jewels of horticulture.

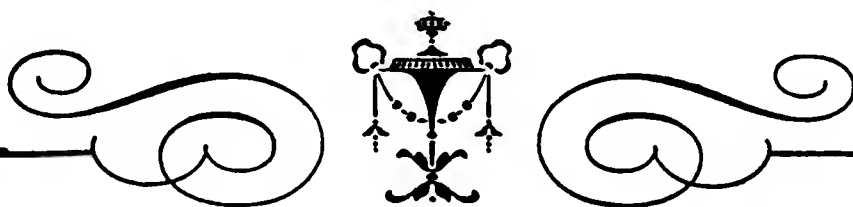
For florists who cater to an ultra smart clientele, this Camellia will appeal to the most fastidious flower lover, whether offered as a boutonniere, in a corsage, or, for my lady's coiffure.

A limited number of plants of this outstanding novelty are available. You can buy with assurance, each plant will produce an ever increasing profitable return on your investment, year after year for generations to come.

5 Yr. old, 6" Pot, 24-30" high, branched \$ 7.50

6 Yr. old, 7" Pot, 30-36" high, more character . . . 10.00

8 Yr. old, 8½" Pot, 42-48" high, well branched . . . 15.00



FOR FLORISTS

There's an unmistakable air of distinction about Camellias.

Wherever the flowers are shown, they are the center of widespread admiration and demand.

Fortunate indeed is the florist who has at least a few plants of the better commercial varieties, for a convenient supply of cut flowers during the bleak winter months.

The ease and economy of culture, in a "cool" greenhouse, makes it a pleasure and most profitable to grow them.

Some day, you will buy Camellias . . . and when you do . . . choose them with the care a permanent investment deserves.

With 20 years of experience in their culture, specializing in growing hundreds of varieties, isn't it logical that one who grows only Camellias, can serve you best?

For assurance of getting the finest commercial varieties, at reasonable cost, come to a specialist.

Address all correspondence and orders to
FRED C. GLOECKNER & CO., Inc., 15 E. 26th St., NEW YORK CITY
Eastern wholesale distributors

"LONGVIEW" CAMELLIAS
WHOLESALE—NET—PRICE LIST No. 71

August 1, 1935

All plants offered subject to prior sale. No charge for packing.



TEUTONIA, LOT 3

There are certain varieties of Camellias that have flowers expressing a rare charm and inbred quality of nobility not to be found in any other species.

In TEUTONIA, there is an expression of geometrical elegance, character of balance, and poise in formality.

The true Victorian ideals are represented here, in the highest type of Camellia development.

Its color, pure white, sometimes iridescent shell pink, and more often a delicate pink tint on a background of white, marks TEUTONIA as the very essence of beauty in rigid formality.

At every Camellia Show where TEUTONIA blossoms have been displayed, this variety captured the attention and wide spread interest of Camellia connoisseurs.

The self styled Camellia "experts" and even the judges did not believe a single plant could produce so many distinctly different color combinations on one horticultural variety.

Of all Camellias, TEUTONIA is the most enchanting . . . interesting . . . intriguing . . . and without doubt, represents the outstanding variety of regal dignity . . . the masterpiece of floriculture.

Because of their exotic beauty and charm, a florist has no difficulty in retailing every blossom at \$1.00 or more.

The flowers of this rare novelty will be appreciated and sought wherever displayed.

Blooms well in a uniformly cool greenhouse, during January and February. Only a few plants available.

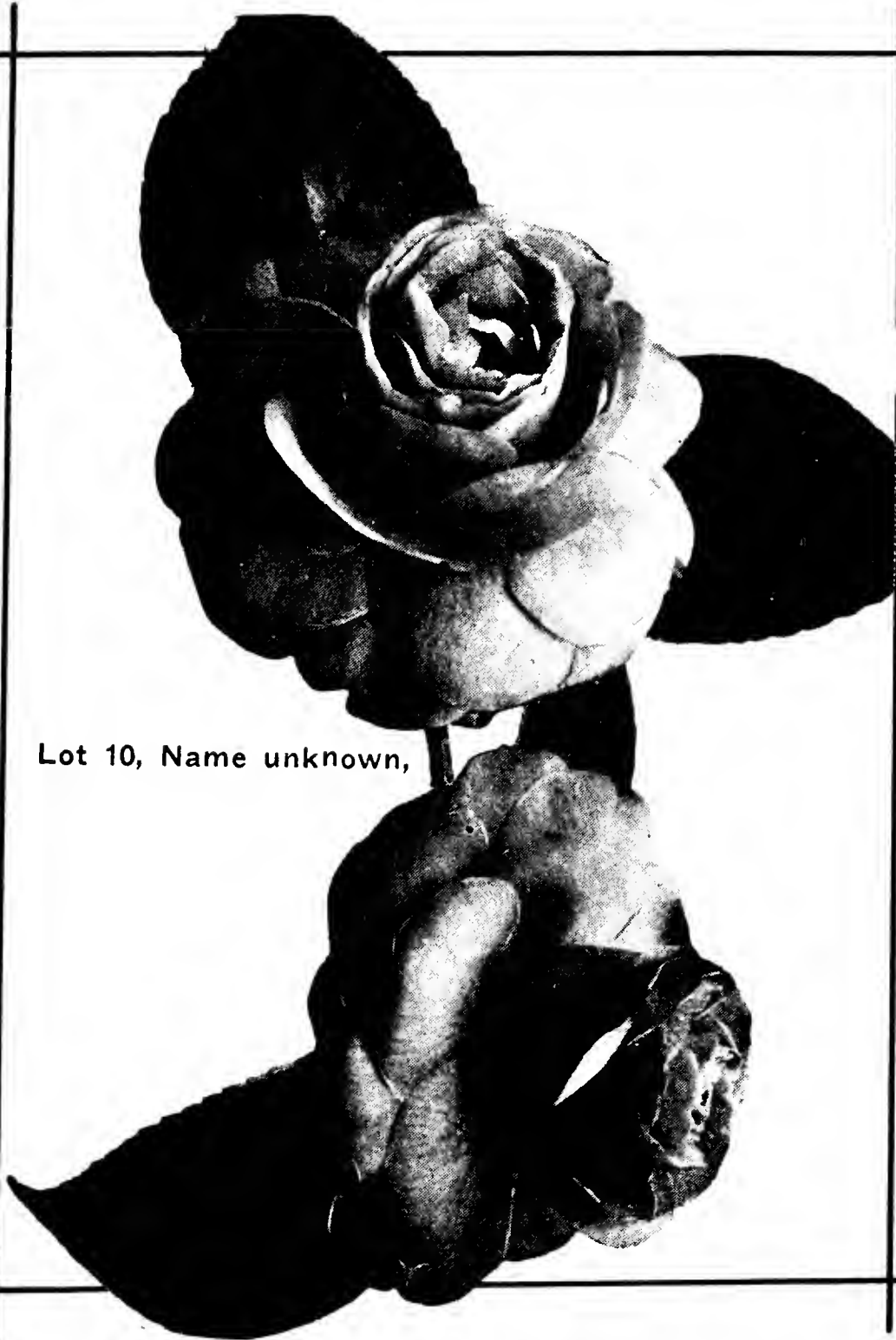
8 Yr. old, 9" Pot, 30-36" specimens in bud.....\$15.00

Mail all orders to Fred C. Gloeckner & Co., Inc.

15 East 26th

New York, N. Y.

Eastern wholesale distributor.



Lot 10, Name unknown,

LOT 10

Another of those Camellias sold under "local" names, none of which have been found correct.

It has typical wax-like, full double, formal flowers, the faultless beauty and perfect outlines of this Camellia makes it a valuable acquisition for the most select collection of winter blooming cut flowers.

For corsage, hair decoration or boutonniere, this Camellia ranks as one of the best commercial varieties in the brilliant rose-pink class.

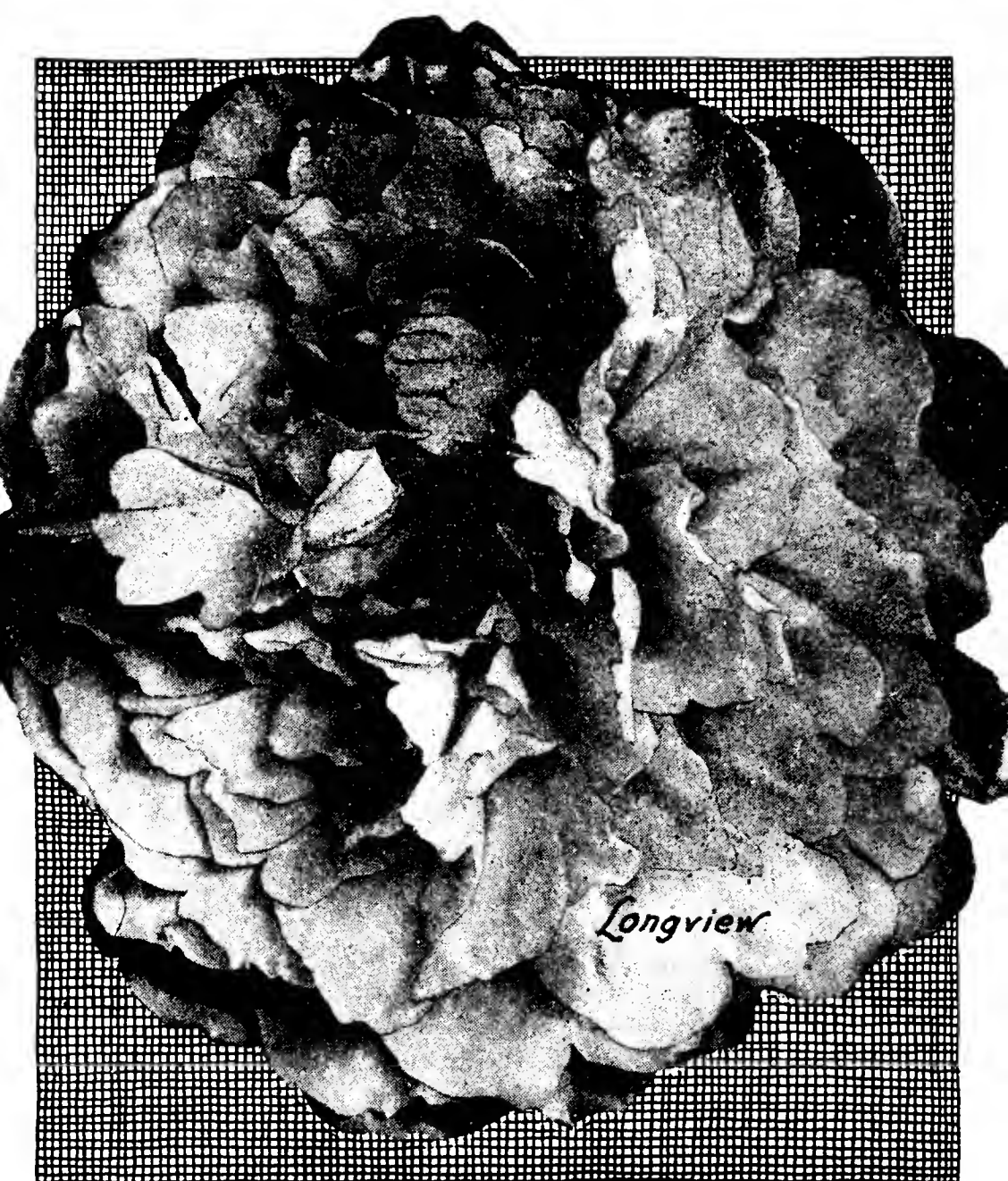
Flowers freely from December thru February, in a "cool" greenhouse; producing a wealth of dainty flowers of enchanting beauty.

Unfortunately our stock is limited both as to quantity and sizes.

We are positive no grower will ever regret his investment in this worthwhile variety.

5 Yr. old, 5" Pot, 24-30" high, slightly branched . . . \$2.00

5 Yr. old, 5" Pot, 24-30" high, more character . . . 2.50



Lot 50.. Snow on Mountain...

A novelty the retail trade will appreciate as a cut flower or pot plant.

Delightfully fragrant, pure white blossoms, 3½ to 4 inches diameter . . . blooms naturally November and December . . . producing a superabundance of informal peony type flowers with 40 to 170 petals.

A strong, rampant grower, hard to keep in compact form, in the juvenile stage.

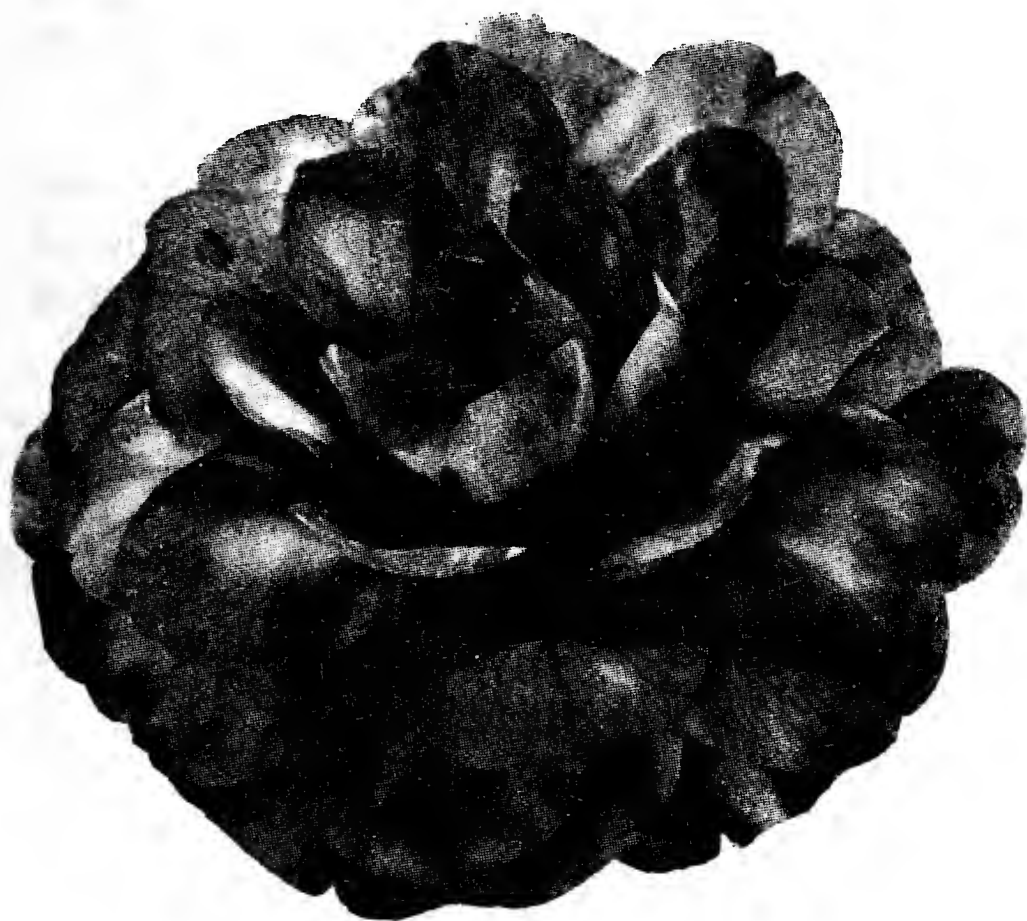
While very florescent, the individual blossoms do not hold up as a cut flower like those of the full double Camellias.

It is a novelty worth growing if only for show purpose as they always attract widespread attention when put on display.

3 Yr. old, 4" Pot, 10-15" high, slightly branched.....	\$1.00
4 Yr. old, 5" Pot, 16-18" high, well branched.....	1.50
5 Yr. old, 5" Pot, 24-30" high, well branched.....	2.00
7 Yr. old, 7" Pot, 30-36" high, cut-back, branched	3.00



MARTINSVILLE, N. J.—“In all the 20 years we have been ordering and growing fruits and flowers, never have we received plants so beautifully packed. If that is how all your plants are sent out, you should have and deserve the best of success, and here's wishing it to you.”



LOT 23

For a novelty of regal beauty, grow a few of these variegated rose-pink and white Camellias.

The precise arrangements of the petals reflect the utmost dignity and atmosphere of refinement that appeals to those flower buyers who admire formality in character, with color variations, as portrayed in this Camellia.

It is generally admired and appreciated wherever the flowers are displayed, and will prove a valuable acquisition . . . a profit-maker for any florist having space available in a "cool" greenhouse.

Flowers full double, 2½ to 3½ inches across, compact habit of growth, very free blooming January thru March.

An outstanding Camellia for corsage use.

4 Yr. old, 5" Pot, 18-24" high, branched \$2.00

4 Yr. old, 5" Pot, 24-30" high, branched and budded 2.50



CANDIDESSIMA, LOT 41

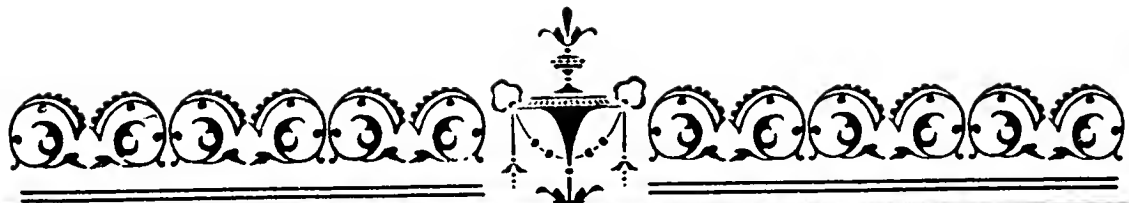
Here is another of the very old named varieties, known in commerce since 1816, and desirable as a mid-season full double white Camellia.

We have booked orders for all of the larger size plants for this season.

At the time this list was prepared we offer a limited stock of the following size:

3 Yr. old, 4" Pot, 12-18" high, slightly branched \$1.50

NORWOOD, PA.—"Received Camellias May 20th in best of condition. Consider your method of packing the best I have ever received from any concern since I have been in the Florist business."



LOT 65

For a pleasing, soft, satiny-salmon, deep pink, this Camellia has an aura of grace and charm that will appeal to every lover of flowers.

The blossoms often have two rose-bud centers, and when full blown, reveal minute golden anthered stamens.

Flowers $2\frac{1}{2}$ to $3\frac{1}{2}$ inches in diameter, develop with ease, during January and February. Tolerate a wide fluctuation of temperature in the winter months.

This Camellia is a symbol of beauty . . . the satiny softness of its texture, the warm enchanting glow . . . is a brilliant example of a worthwhile variety. It will meet the approval of the most fastidious flower buyer.

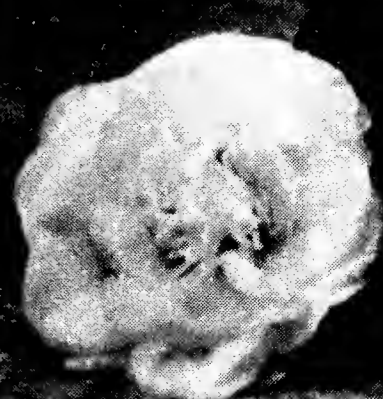
4 Yr. old, 5" Pot, 18-24" high, slightly branched	\$2.00
5 Yr. old, 6" Pot, 30" and larger, branched	3.50
7 Yr. old, 7" Pot, 36" high, branched	4.00

PALISADES PARK, N. J.—"The Camellias arrived this morning in perfect condition, as they were certainly very well packed."





HARLEQUIN, LOT 55



HARLEQUIN,

Some fifty years ago, the parent plant of this Camellia was imported from France to Mobile, where it has been growing in an old Southern garden.

The original plant has attained a height of 15 or more feet, and produces countless thousands of full peony form flowers.

The colors . . . pure white, shell pink, and softly tinted variegated types of pink and white.

Truly this Camellia was correctly named . . . HARLEQUIN, meaning "to fool."

For beauty and perfection in either the peony or full rose forms . . . for rare delicacy in color and color combinations, HARLEQUIN, in all its six or seven distinct types of flowers, produced on a single plant, represents a glorious Camellia, of marvelous beauty.

To own a genuine HARLEQUIN is like possessing seven different plants of seven distinct horticultural varieties of Camellias.

Like the variety TEUTONIA, these two Camellias exemplify Oriental duplicity in their lack of stability or habit of producing varied-colored combinations on the same plant.

Continued below

61
Return postage guaranteed.

1935
L.O. 478, 487
FRED C. GLOECKNER & COMPANY

INCORPORATED

Bulbs - Seeds - Plants

From World Wide Sources

15 EAST 26th STREET

NEW YORK, N. Y.

Sec. 562 P. L. & R.

CAMELLIAS

*Winter Blooming
Flowers of Regal Beauty* ✓